L Number	Hits	Search Text	DB	Time stamp
-	13160	(705/).CCLS.	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/07/08 15:58
-	562	(705/10).CCLS.	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:30
-	8078	(review or reviews) and (customer or customers)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:39
-	1268	(review or reviews) same (customer or customers)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:44
-	2174	(estimate or estimating) same date	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:39
-	27	((review or reviews) same (customer or customers)) and ((estimate or estimating) same date)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:39
-	217	(product) same (review or reviews) same (customer or customers)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:42
-	48	((product) same (review or reviews) same (customer or customers)) and (book or car)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:43
-	517	((review or reviews) same (customer or customers)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:45
-	114	((product) same (review or reviews) same (customer or customers)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:45
-	105	(((product) same (review or reviews) same (customer or customers)) and ((705/).CCLS.)) and (electronic or e-mail or web)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:08
-	4199	product near5 (evaluate or evaluation or review or reviews)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:50
-	303975	(electronic near3 (transmit or transmission)) or (electonically near2 sent) or (e-mail or email) or web	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:50
-	472	(product near5 (evaluate or evaluation or review or reviews)) and ((electronic near3 (transmit or transmission)) or (electonically near2 sent) or (e-mail or email) or web)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:50
-	3109	product near3 (evaluate or evaluation or review or reviews)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:51
-	403	((electronic near3 (transmit or transmission)) or (electonically near2 sent) or (e-mail or email) or web) and (product near3 (evaluate or evaluation or review or reviews))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:51
-	149	(((electronic near3 (transmit or transmission)) or (electonically near2 sent) or (e-mail or email) or web) and (product near3 (evaluate or evaluation or review or reviews))) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:51

reviewed (handwritten annotation)

-	24	((((electronic near3 (transmit or transmission)) or (electonically near2 sent) or (e-mail or email) or web) and (product near3 (evaluate or evaluation or review or reviews))) and ((705/).CCLS.)) and recommendations	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:56
-	1093	(estimate or estimating or calculate or calculating) near5 date	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:57
-	31	send near2 evaluation	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:57
-	112	send near4 evaluation	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:57
-	8	((705/).CCLS.) and (send near4 evaluation)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 15:59
-	195	purchaser same (review or evaluate or evaluation)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:00
-	82	(purchaser same (review or evaluate or evaluation)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:00
-	514	product near3 review	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:08
-	2	receive near5 (product near3 review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:14
-	514	product near3 review	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:14
-	107	(product near3 review) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:19
-	1323	survey and (customers or consumers)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:20
-	242	survey same (customers or consumers)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:20
-	48	purchase same (evaluate or review) same seller	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:25
-	192	Amazon.com	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:25
-	96	((705/).CCLS.) and Amazon.com	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:47
-	34	customer same evaluate same item	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/24 16:48

(Handwritten annotations throughout: "reviewed", "reviewed pert.", "Scanned & reviewed pert", "reviewed", "Scanned")

-	21	customer same survey same (rate or evaluate or rating or evaluating)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 12:40
-	384107	evaluation or review or reviews or evaluate	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 12:43
-	7266	(705/).CCLS.	USPAT	2002/06/25 12:41
-	7266	(705/).CCLS.	USPAT	2002/06/25 12:41
-	2586	(evaluation or review or reviews or evaluate) and ((705/).CCLS.)	USPAT	2002/06/25 12:41
-	2169	((evaluation or review or reviews or evaluate) and ((705/).CCLS.)) and (product or service)	USPAT	2002/06/25 12:44
-	1554	(((evaluation or review or reviews or evaluate) and ((705/).CCLS.)) and (product or service)) and (send or transmit or sending or transmission)	USPAT	2002/06/25 12:43
-	15765	(send or transmit or sending or transmission) same (evaluation or review or reviews or evaluate)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 12:52
-	292	((send or transmit or sending or transmission) same (evaluation or review or reviews or evaluate)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 12:44
-	252	(((send or transmit or sending or transmission) same (evaluation or review or reviews or evaluate)) and ((705/).CCLS.)) and (product or service)	USPAT	2002/06/25 12:45
-	177	((((send or transmit or sending or transmission) same (evaluation or review or reviews or evaluate)) and ((705/).CCLS.)) and (product or service)) and period	USPAT	2002/06/25 12:45
-	138	(((((send or transmit or sending or transmission) same (evaluation or review or reviews or evaluate)) and ((705/).CCLS.)) and (product or service)) and (time near3 period)	USPAT	2002/06/25 12:46
-	841	(send or transmit or sending or transmission) same (product or service) same (evaluation or review or reviews or evaluate)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 12:53
-	51	((705/).CCLS.) and ((send or transmit or sending or transmission) same (product or service) same (evaluation or review or reviews or evaluate))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:25
-	34	(manufacturer or supplier or manufacturers or suppliers) same (send or transmit) same (evaluation or reviews or review or evaluation)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:29
-	465	(determine) same date same (reviews or evaluations or evaluation or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:29
-	48	(determine near5 date) same (reviews or evaluations or evaluation or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:30
-	16	(determine same date) same (send or transmit) same (reviews or evaluations or evaluation or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:32
-	0	provide same (review or reviews or evaluation or evaluations) same (item or items or product or products)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:33
-	25972	(survey or review or reviews or evaluation or evaluations) same (item or items or product or products)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:33

-	322	survey same (consumer or purchaser)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:34
-	703	((survey or review or reviews or evaluation or evaluations) same (item or items or product or products)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:34
-	(56)	(survey same (consumer or purchaser)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:38
-	320	generate same (product or service) same (evaluation or review or evaluations or reviews)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:40
-	(28)	((705/).CCLS.) and (generate same (product or service) same (evaluation or review or evaluations or reviews))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:42
-	0	product same reviews same (followup or follow-up or (follow adj1 up))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:45
-	23	reviews same (followup or follow-up or (follow adj1 up))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 13:47
-	78	survey same (followup or follow-up or (follow adj1 up))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:00
-	31	survey near5 (followup or follow-up or (follow adj1 up))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:04
-	19	questionnaire near5 (followup or follow-up or (follow adj1 up))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:33
-	82	EBAY	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:33
-	13	EBAY.com	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:33
-	94	EBAY or EBAY.com	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:34
-	41	(EBAY or EBAY.com) and (rating or rate)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:34
-	54	(EBAY or EBAY.com) and (rating or rate or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:35
-	75	(EBAY or EBAY.com) and (purchase or purchasing or buy or bought or buying and (rating or rate or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:37
-	110316	((purchase or purchasing or buy or bought or buying) same product or service) and (rating or rate or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:38
-	5262	((purchase or purchasing or buy or bought or buying) same (product or service)) and (rating or rate or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:39

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-	3082	((purchase or purchasing or buy or bought or buying) same (product or service)) and (questionaire or survey or review or evaluation)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:39
-	684	(((purchase or purchasing or buy or bought or buying) same (product or service)) and (questionaire or survey or review or evaluation)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:40
-	2701	evaluation near2 evaluation	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:40
-	1046	evaluation near2 period	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:40
-	(13)	((705/).CCLS.) and (evaluation near2 period)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:51
-	187	collaborative near1 filtering	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:53
-	(30)	((705/).CCLS.) and (collaborative near1 filtering)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 14:52
-	(75)	(collaborative near1 filtering) and (product near3 review or review or evaluation or evaluations)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:02
-	(133)	(send or transmit) same (product or book or car) same (evaluation or rating or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:04
-	0	(collaborative near1 filtering) and ((send or transmit) same (product or book or car) same (evaluation or rating or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:04
-	(20)	(send or transmit) same ((product or book or car) near5 (evaluation or rating or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:13
-	512	(receive or obtaining or obtain) same (reviews)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:15
-	38	((receive or obtaining or obtain) same (reviews)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:14
-	60	reward same review	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:14
-	18	(receive or obtaining or obtain) same ((product or book) near3 reviews)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:40
-	280	ratings near5 user	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 15:44
-	(38)	((705/).CCLS.) and (ratings near5 user)	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 17:04
-	1501	customer adj1 satisfaction	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/06/25 17:05

(handwritten annotations: "reviewed", "scan review pent", "scan")

-	7266	(705/).CCLS.	USPAT	2002/06/25 17:05
-	128	(customer adj1 satisfaction) and ((705/).CCLS.)	USPAT	2002/06/25 17:05
-	86	((customer adj1 satisfaction) and ((705/).CCLS.)) and (survey or surveys or ratings or review or evaluation or questionaire)	USPAT	2002/06/25 17:07
-	583	marketing and feedback and (customer or consumer)	USPAT	2002/06/25 17:08
-	162	marketing and (feedback same (customer or consumer))	USPAT	2002/06/25 17:11
-	21	marketing and (receive same feedback same (customer or consumer))	USPAT	2002/06/25 17:11
-	64	(receive same feedback same (customer or consumer))	USPAT	2002/06/25 17:21
-	686	CRM	USPAT	2002/06/26 09:21
-	7266	(705/).CCLS.	USPAT	2002/06/26 09:21
-	41	CRM and feedback	USPAT	2002/06/26 09:21
-	9	CRM and ((705/).CCLS.)	USPAT	2002/06/26 09:22
-	535	customer same feedback	USPAT	2002/06/26 10:04
-	106	((705/).CCLS.) and (customer same feedback)	USPAT	2002/06/26 09:22
-	1013	customer near1 satisfaction	USPAT	2002/06/26 10:04
-	314	(customer near1 satisfaction) and (feedback or questionnaire or survey or evaluation)	USPAT	2002/06/26 10:05
-	74	((705/).CCLS.) and ((customer near1 satisfaction) and (feedback or questionnaire or survey or evaluation))	USPAT	2002/06/26 10:11
-	358	(rate or review) near5 (provider or seller)	USPAT	2002/06/26 10:14
-	99	((705/).CCLS.) and ((rate or review) near5 (provider or seller))	USPAT	2002/06/26 10:13
-	131	(rating or review) near5 (provider or seller)	USPAT	2002/06/26 10:14
-	53	((705/).CCLS.) and ((rating or review) near5 (provider or seller))	USPAT	2002/06/26 11:18
-	5025	evaluation near3 (time or period)	USPAT	2002/06/26 11:19
-	81	((705/).CCLS.) and (evaluation near3 (time or period))	USPAT	2002/06/26 13:51
-	14	customer same satisfaction same survey	USPAT	2002/06/26 14:00
-	5	customer adj1 satisfaction adj1 survey	USPAT	2002/06/26 14:00
-	124	estimate same (product or service) same (use or usage or satisfaction)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 09:48
-	13557	(705/).CCLS.	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/07/08 09:51
-	18	(estimate same (product or service) same (use or usage or satisfaction)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 10:00
-	0	((estimate or determine) near5 date) same ((product or service) near5 (survey or evaulation or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 10:02
-	23	((estimate or determine) same date) same ((product or service) same (survey or evaulation or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 10:23
-	56	customer same satisfaction same (survey or surveys)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 10:29

(handwritten annotations: "Scan & reviewed", "Scan & review", "reviewed")

-	15	owner near3 (survey or surveys)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 11:07
-	24	customer same satisfaction same index	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 11:09
-	3376	CSI	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 11:09
-	126	CSI and (satisfaction or customer)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 15:55
-	1500	(electonic or electronically) same (survey or surveys or review or reviews or evaluation or evaluations)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:41
-	13557	(705/).CCLS.	USPAT; US-PGPUB; EPO; JPO; DERWENT	2002/07/08 15:58
-	106	((electonic or electronically) same (survey or surveys or review or reviews or evaluation or evaluations)) and ((705/).CCLS.)	USPAT	2002/07/08 15:58
-	102	(electonic or electronically) same (send or receive) same (survey or surveys or review or reviews or evaluation or evaluations)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:00
-	12	((electonic or electronically) same (send or receive) same (survey or surveys or review or reviews or evaluation or evaluations)) and ((705/).CCLS.)	USPAT	2002/07/08 16:02
-	7248	product same evaluation	USPAT	2002/07/08 16:03
-	144	((705/).CCLS.) and (product same evaluation)	USPAT	2002/07/08 16:05
-	1932	product near5 evaluation	USPAT	2002/07/08 16:03
-	316	email and (survey or evaluation)	USPAT	2002/07/08 16:05
-	77	((705/).CCLS.) and (email and (survey or evaluation))	USPAT	2002/07/08 16:05
-	74	(((705/).CCLS.) and (email and (survey or evaluation))) and (product or service)	USPAT	2002/07/08 16:05
-	171	(electonic or electronically) same (survey or surveys)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:41
-	3	((electonic or electronically) same (survey or surveys)) and (product near5 (evaluation or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:42
-	5	((electonic or electronically) same (survey or surveys)) and ((customer or purchaser) same (evaluation or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:44
-	2358	((customer or purchaser) same (evaluation or survey or review))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:44

(handwritten annotations: "reviewed", "scanned", "Scan & reviewed", "review")

-	289	((customer or purchaser) same (evaluation or survey or review) same (electronic or electronically or email or e-mail))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:45
-	157	(((customer or purchaser) same (evaluation or survey or review) same (electronic or electronically or email or e-mail))) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:51
-	0	electonically same send same (evaluation or survey)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:51
-	21	electronically same send same (evaluation or survey)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:52
-	1076	(electronically or email or e-mail) same (evaluation or survey)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:53
-	147	((electronically or email or e-mail) same (evaluation or survey)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:53
-	840	(electronically or email or e-mail) same (evaluation)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:53
-	61	(electronically or email or e-mail) same (product or service) same (evaluation)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:55
-	76	((705/).CCLS.) and ((electronically or email or e-mail) same (evaluation))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:56
-	5	ICRM	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:56
-	1017	CRM	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 16:56
-	48	CRM and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:01
-	1533	(book or car or books or cars) same (reviews or review)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:02
-	154	((book or car or books or cars) same (reviews or review)) and (email or e-mail)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:03

-	55	(((book or car or books or cars) same (reviews or review)) and (email or e-mail)) and ((705/).CCLS.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:38
-	215	online same (evaluation or evaluations)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:38
-	56	online near5 (evaluation or evaluations)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:38
-	74	(email or e-mail or online) near5 (evaluation or evaluations)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/07/08 17:39

A few well-placed questions

Inc; Boston; Sep 15, 1998; Anonymous;

Abstract:

InstantSurvey, from NetReflector, is reviewed. This Internet-based tool not only helps design and distribute questionnaires but also compiles, analyzes and delivers the results. InstantSurvey bases charges on survey length and the number of responses collected.

Full Text:

[Headnote]
It's cost-effective and efficient to use the Internet to design, distribute, compile, and analyze targeted surveys

AS PRESIDENT OF A FASTgrowing ad agency, I am always working with my staff to enhance our clients' satisfaction and expand our customer base. Reliable feedback from our clients is a crucial component of our continued success. So I was pleased to try out NetReflector's InstantSurvey. This Internet-based tool not only helps feedback-hungry businesspeople like me design and distribute our own questionnaires but also compiles, analyzes, and delivers the results.

The advertising business is brutally competitive, so I was relieved to learn that InstantSurvey's databases automatically compile survey results with no human intervention, and that SSL encryption, individual account passwords, and server firewalls protect survey results from intruders. Best of all, though, I'm pleased to report that this product is not at all difficult to use. I didn't have to download or install anything. I simply clicked on my Internet browser, typed www.instantsurvey.com, and registered for a free trial, and when the main menu came up, I set out to design our customer-service survey.

Getting started is straightforward. From the main-menu choices (questionnaire creation, questionnaire distribution, survey management, short tutorials, administration tools, and instant survey examples) I selected questionnaire creation, and that presented me with another list of choices. At first, I thought I'd "customize a questionnaire template," but when I realized I couldn't easily mold any of the 10 choices, which included a restaurant survey and a college-course evaluation, into a customerfeedback vehicle, I backtracked and started from scratch.

Having taken advantage of the option that allowed me to compose questions off-line, I had to get my Microsoft Word file onto InstantSurvey's Web site. Help-in the form of a question-mark icon-resides at the top of every screen, and I quickly found the buttons I needed to import my file. Once it was on-line, I was ready to select answer options.

Responding to InstantSurvey's prompts, I arrived at its multiple-choice response library. My survey asks our clients to "rate RiesterRobb's performance on your most recent project," and with a click of an icon, I inserted possible answers-excellent, very good, good, fair, poorwith check boxes. For openended questions like "What can we do to improve our service?" InstantSurvey provides a text box. We have 10 clients, so the free trial, which allowed me to survey 25 people, was perfect. But it's nice to know that InstantSurvey can handle crowds of 50,000.

[Photograph]
Caption:

All on-line surveys reside at InstantSurvey's Web site, but your respondents don't have to know that. Companies with their own sites can simply link to the survey page, but that method may not produce the largest or most scientific sample since site visitors are, by definition, self-selecting. Alternatively, you can use InstantSurvey's E-mail engine to send out invitations to take the survey together with a link or a URL to the survey page. The advantage of that option is that each E-mail recipient gets his or her own unique URL, allowing you to track responses and send reminders to the laggards.

We chose a third option: sending out URLs over our own E-mail system. While that meant forfeiting the tracking/reminder capabilities, it saved us time because we didn't have to cut and paste each recipient's address as we would have had to do using InstantSurvey's system.

Before you release your questionnaire, InstantSurvey's "distribution wizard" asks you how long you want the survey to last and how many responses you want to collect. When the survey period is over, InstantSurvey E-mails you the location of an HTML report, which includes all the text responses and the percentage of respondents who chose each answer. You may also download the raw survey data.

InstantSurvey bases charges on survey length and the number of responses collected. A 15-question survey to which 1,000 people file responses would cost $2,500-a frugal choice for a growing company not quite ready to spend $100,000 a year for a good director of research.

[Sidebar]
The Product InstantSurvey, from NetReflector, in Redmond, Wash. (425-558-2007; www.instantsurvey.com; charges based on usage)
Requirements Microsoft Internet Explorer 3.02 or higher or Netscape Navigator 3.02 or higher
Reviewer Tim Riester (info@riester.com), president of Riester-Robb Advertising and Public Relations, in Phoenix

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Business Wire
The Global Leader in News Distribution

NetReflector's www.InstantSurvey.com Goes Live Today; First True Online Application For Designing & Conducting Surveys -- Free Trial Offered --

Business Wire; New York; Mar 23, 1998; Business Editors;

Start Page: 1
Dateline: · WASHINGTON

Abstract:
NetReflector LLC has launched InstantSurvey, an online business application for designing and conducting questionnaire based surveys.

"The major benefit of InstantSurvey is its ability to scale to meet the needs of both small and large companies alike," said Andrew Thomas, chief executive officer and founder of NetReflector LLC. "The advantage of using an online application means no special software or hardware to buy, immediate access to the latest software updates and risk-free pay-per-response pricing," he said.

As an online application, InstantSurvey eliminates the need for expensive software license fees, support budgets and the purchase of dedicated hardware. There is no software to purchase or download. Using their web browser, clients simply log onto InstantSurvey as needed through a Windows NT powered web site maintained by NetReflector.

Full Text:
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REDMOND, Wash.--(BUSINESS WIRE)--March 23, 1998---

Dramatically Reduces Complexity, Cost and Time of Conducting

Surveys

NetReflector LLC has launched InstantSurvey, an online busi:ess application for designing and conducting questionnaire based surveys.

InstantSurvey helps professionals quickly gather data and feedback from respondents to guide decision making and influence improvements to customer and employee satisfaction. The web site, www.instantsurvey.com, is live today.

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Significant Time and Expense Savings

In comparison to traditional survey methods, InstantSurvey takes less time to complete and costs dramatically less. Survey recipients are invited to participate in a survey through a personalized e-mail or linking from a client web site. InstantSurvey's unique pricing model enables users to only pay for the

responses they receive, not the total number of recipients of the survey. Prices for a complete survey start as low as $40.

As an online application, InstantSurvey eliminates the need for expensive software license fees, support budgets and the purchase of dedicated hardware. There is no software to purchase or download. Using their web browser, clients simply log onto InstantSurvey as needed through a Windows NT powered web site maintained by NetReflector.

InstantSurvey is valuable to managers in product marketing, customer service, sales, and human resources who need instant feedback on their products or services. These professionals can now design and administer their own online surveys.

Simplifying the Survey Process

Creating a questionnaire on InstantSurvey is quick and simple. Surveyors have the flexibility of writing a questionnaire from scratch, importing questions quickly from a word processing document or customizing one of many InstantSurvey pre-written templates. If requested, NetReflector will even transfer a customer's existing hardcopy questionnaire into the tool at no cost to the user.

By utilizing the functionality built into InstantSurvey, authors can target specific groups, monitor the on-going progress of the survey and collect detailed data on each respondent. Questionnaires can be distributed to targeted respondents via a personalized e-mail or linked to an existing web site. Tracking of responses is instant, and reminders to people who haven't yet responded can be sent out automatically. The information collected is securely tabulated, presented in an easy to understand report, and the raw data can be downloaded for further analysis.

Industry Tested

"InstantSurvey provides our team with an easy-to-use and powerful market research tool," said Cerise Vablais, product manager for Microsoft Site Builder Network. "We are able to reach more of our customers and attain a higher response rate, all in a fraction of the time of traditional surveys," she said. InstantSurvey was beta tested by Microsoft Site Builder Network who used the tool to survey over 15,000 people.

"As a small business owner using InstantSurvey, I am now able to interact and poll my customers quickly and affordably," said Maria Fessler, owner of Eclipse Media. "I can monitor the satisfaction of my clients online without the need to install and maintain yet another application on my PC," she said.

Free Trial Offered

NetReflector offers a free trial for all visitors to the site, allowing them to create, distribute and report on a survey of up to 25 people. The only requirement to use the tool is an Internet connection and a current browser. InstantSurvey is compatible with Internet Explorer 3.0 and above, and Netscape Navigator 3.02 and above.

About NetReflector

NetReflector is a Redmond, Washington based subsidiary of Feedback International, a U.K. company specializing in leadership and team development for organizations in both the private and public sectors. Many of the unique survey processes pioneered by Feedback International have been built into

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InstantSurvey. Feedback International, established in 1992, has offices in the United States and Europe.
SEQN: BW0007